

**We will move**  

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**1 million at-risk**  

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**people out of crisis.**  


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GeShiDo brings together bold Canadian philanthropists who want to make big bets on complex issues — driving solutions alongside charities and non-profits.

We're addressing Mental Health, Food Security and Housing crises through a balanced ecosystem where everyone is at the table:

 **Industry Experts**  
Non-profits, charities and sometimes other experts such as government or academics

 **Funders**  
Also explorers, or, learners

 **Possible Solution Implementors**  
Shortlisted non-profits, charities, sometimes for-profits

 **Solution Implementors**  
Grantees who are non-profits, charities, sometimes for-profits

We start with **\$1 million per funder per year** FOR 3 YEARS and **big messy problems.\***

**LEARNING JOURNEY**  
ESTIMATED 4 - 6 MONTHS

**1. Form the framing questions.**

**Industry Experts** and **Funders** work together to create a framing question used to seek out solutions for each problem area. Support from representatives of beneficiary communities will be provided where appropriate. **Industry Experts** who work on these questions and who will assist with screening, will be paid \$10 000 for their time.

**2. Seek proposals and screen.**

In response to the framing questions, one-page proposals are received. **GeShiDo** screens them to come up with a list of **approximately 40 Possible Solution Implementors**, who will be asked to submit a full proposal. **Industry Experts** who choose to submit a proposal will no longer be a part of the screening community and their compensation will end.

**CONNECT + EVALUATE**  
ESTIMATED 3 MONTHS

**3. Form an Evaluation Cohort.**

**8 to 10 Solution Implementors per issue area** are chosen to attend a two-day retreat with **Industry Experts, Funders** and **GeShiDo** to further develop their proposals in context of the other organizations who are now part of this cohort, set the funding evaluation criteria and connect players within the ecosystems that they are operating in.

**FUNDING**  
ESTIMATED 3 YEARS

**4. Allocate the funds.**

**Funders** and **Solution Implementors** separately decide how best to allocate funds. Then, they come together to see where the divergence is, and make final decisions about fund allocation.

**Funds are distributed.**

**5. Solutions are deployed.**

Throughout the funding period, **Solution Implementors** and **Funders** will connect to learn how things are progressing, gain deeper insights on the issue area, and determine if there is a need to pivot.

**6. Share what we learned.**

While a continuous feedback loop will exist throughout the funding period, final reports will indicate if the approach shifted the balance of power; demonstrated that big bets vrs. single bets are more effective; and, sufficiently answered the framing question.

\* Up to 10 learners (funders) will be selected.

Assets will be managed by third-party portfolio managers and the Board of GeShiDo, along with working committees who are responsible for fiduciary oversight and program execution.

GeShiDo facilitates this process

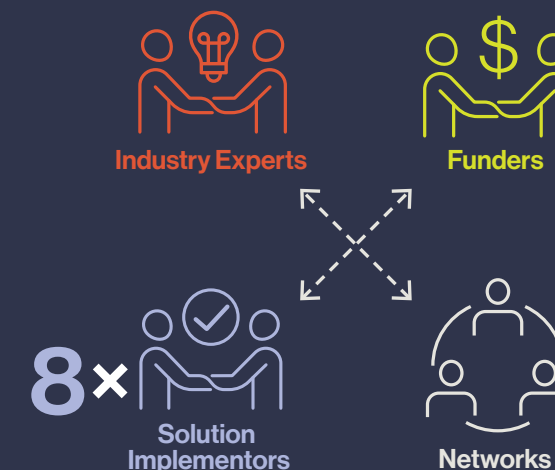
**Framing questions**



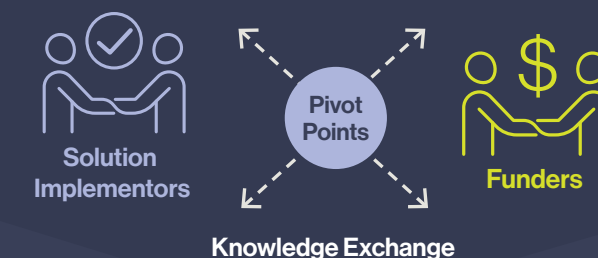
**Proposals**



**Evaluation Cohort**



**Solution Deployment**



**1 million people** moved out of crisis situations.

# Big bets. Big impact.

## Adaptive Philanthropy

GeShiDo Foundation uses an *adaptive philanthropy* model, proven to work by Audacious Foundation and Levers of Change.

GeShiDo Foundation is bold, ambitious, and dead set on actually getting s#!t done. We're tackling big messy problems in these crisis areas:



### Mental Health

Scaling community-based solutions that address the **overdose epidemic** differently from what is currently being offered.



### Food Security

Addressing **the costs of the last mile logistics** to ensure locally sourced, high quality food reaches the most marginalized people.



### Housing

Looking for solutions to support New Canadians and the Working Poor **attain and retain dignified housing**.

## Let's begin working on what is possible, together.

**Gena Rotstein**

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Ge  
Shi  
Do  
FOUNDATION

Charitable org #: 863841219RR0001  
Minerva Foundation operating as GeShiDo Foundation